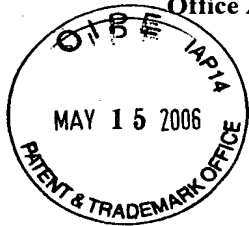


DOCKET NO.: IVMC-0003  
Application No.: 10/805,345  
Office Action Dated: February 14, 2006

PATENT



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:  
**Richard C. Fuisz and Joseph M. Fuisz**  
Application No.: **10/805,345**  
Filing Date: **March 22, 2004**  
For: **Methods for Determining Customer Motivations in Purchasing Decisions**

Confirmation No.: **9002**  
Group Art Unit: **3625**  
Examiner: **William J. Allen**

EXPRESS MAIL LABEL NO: EV 800285667 US  
DATE OF DEPOSIT: May 15, 2006

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

REPLY PURSUANT TO 37 CFR § 1.111

In response to the Official Action dated **February 14, 2006**, reconsideration is respectfully requested in view of the amendments and/or remarks as indicated below:

- ☐ **Amendments to the Specification** begin on page \_\_\_\_\_ of this paper.
- ☒ **Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.
- ☐ **Amendments to the Drawings** begin on page \_\_\_\_\_ of this paper and include an attached replacement sheet.
- ☒ **Remarks** begin on page 13 of this paper.

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01 FC:1201 400.00 DA  
02 FC:1202 600.00 DA